

IN THE CLAIMS

Claims 1-16 (Canceled).

17. (Previously Presented) A computer accessible medium having represented therein:

- a plurality of segments of one particular program and an advertisement;
interlaced between the segments of the one particular program, at least one segment pointer to link to an info segment; and

- an info segment, separate from segments of the plurality of segments of the one particular program and said advertisement and other than said pointer, to be retrieved by a computer accessing said medium and in response to the detection of said pointer by said computer, said retrieval of said info segment not coinciding with the receipt of segments of the plurality of segments of said one particular program or an advertisement, said info segment including,

- a content identifier to associate the info segment with the one particular program, and

- a plurality of entries, each entry specifying,

- an interruption point to identify a condition that, if detected, will cause the display of an advertisement to replace the display of the one particular program, and
one or more conditions controlling the interruption.

18. (Previously Presented) The computer accessible medium of claim 17 wherein the one or more conditions comprise:

- whether a user can override insertion of a commercial;

- whether a particular type of commercial is allowed to be played at the interruption point; and

- whether a commercial can be skipped by virtue of a financial payment.

19. (Currently Amended) A computer accessible medium having represented therein an electronic programming guide comprising:

a plurality of program identifications within said electronic programming guide;

and

a plurality of info segments, each info segment including,

a program identification to associate the info segment with a predetermined one of the plurality of program identifications in said guide, and

a plurality of interruption point specifiers to identify a condition that, if satisfied, will cause an advertisement to be displayed instead of the identified program, the timing of the occurrence of the condition, if the condition occurs at all, unknown at the time the info segment is associated with a predetermined one of the plurality of program identifications, a particular info segment to be retrieved by a computer accessing said electronic programming guide in response to user selection of a program from the electronic program guide to which the particular info segment is directed.

20. (Previously Presented) The computer accessible medium of claim 19 wherein:

at least one of the info segments represented therein further includes a maximum interruption length specifier;

at least one of the info segments represented therein further includes a permitted ad type specifier;

at least one of the info segments represented therein further includes a prohibited ad type specifier; and

at least one of the info segments represented therein further includes an ad lock specifier.

21. (Previously Presented) A system comprising:

a receiver to receive a particular content item and an info segment, the info segment received other than with said particular content item or an advertisement, the info segment to include, when received, an interruption point specifier that identifies a condition that,

if detected by said receiver, will cause the receiver to display the advertisement in place of said particular content item;

a cache coupled to said receiver to store said particular content item such that said content item can be accessed repetitively by a user at different times and to store said info segment; and

an interface, in said receiver, to detect the condition identified by said info segment, the timing of the occurrence of said condition, if the condition should occur, unique to a particular access of said content by a user and unknown prior to the user's particular access of said content.

22. (Previously Presented) The system of claim 21 wherein said receiver is a television receiver.

23. (Previously Presented) The system of claim 21 wherein said receiver to receive an info segment including a unique content identifier to associate the info segment with one particular content item while said content item is stored in said cache.

Claim 24 (Canceled).

25. (Previously Presented) The system of claim 21 wherein said receiver to receive an info segment including a maximum interruption length specifier to indicate a maximum duration of play of an advertisement, after which play of a content item should be resumed even if the advertisement has not completely played.

26. (Previously Presented) The system of claim 21 wherein said receiver to receive an info segment including a resume indicator, to enable a user to override play of an advertisement.

27. (Previously Presented) The system of claim 21 wherein said receiver to receive an info segment including an ad type specifier to prevent an advertisement from interrupting a content item if the advertisement meets a predetermined criterion.

28. (Previously Presented) The system of claim 21 wherein said receiver to receive an info segment including an ad lock specifier to permit an advertisement to be skipped if a predetermined criterion is met.

29. (Previously Presented) A method comprising:
receiving, on a receiver, and storing, in a cache coupled to said receiver, a particular content item, said particular content item stored for repeated access by a user at any time, said receiver also storing an info segment including a unique content identifier to associate said info segment with said particular content item and an interrupt point specifier to identify a condition that, if detected, will cause said receiver to replace the display of said particular content item with the display of an advertisement, the timing of the occurrence of the condition, if the condition occurs at all, unknown at the time of content access and unique to each access of said content; and

associating said info segment and said particular content item identified by said unique content identifier while said particular content item is stored in said cache.

30. (Previously Presented) The method of claim 29 including identifying, by an info segment including a maximum length specifier, a maximum duration of a play of an advertisement, after which play of a content item should be resumed even if the advertisement has not completed play.

31. (Previously Presented) The method of claim 29 including overriding play of an advertisement by enabling an info segment resume indicator.

32. (Previously Presented) The method of claim 29 including preventing an advertisement from interrupting play of a content item according to an info segment ad type

specifier, if the advertisement meets a predetermined criteria.

33. (Previously Presented) The method of claim 29 including permitting play of an advertisement to be skipped according to an info segment ad lock specifier, if a predetermined criteria is met.

34. (Previously Presented) The method of claim 33 including requiring play of an advertisement if said content is not owned by a user of the receiver and skipping said advertisement if said content was purchased by said user.

35. (Previously Presented) The method of claim 29 including identifying a location in said content to replace the display of the content with an advertisement based on a play specific factor.

36. (Previously Presented) The method of claim 35 wherein replacing the display of a particular content item with the display of an advertisement occurs only if said content is selected for play more than a predetermined number of times.

37. (Previously Presented) The computer accessible medium of claim 17 wherein said segment pointer is a universal resource locator.

38. (Previously Presented) The system of claim 21 including said receiver to detect usage commands from a user during play of a particular program.

39. (Previously Presented) The method of claim 29 including connecting said receiver to a presentation device by a wireless link.